

# Exhibit 3

FACEBOOK

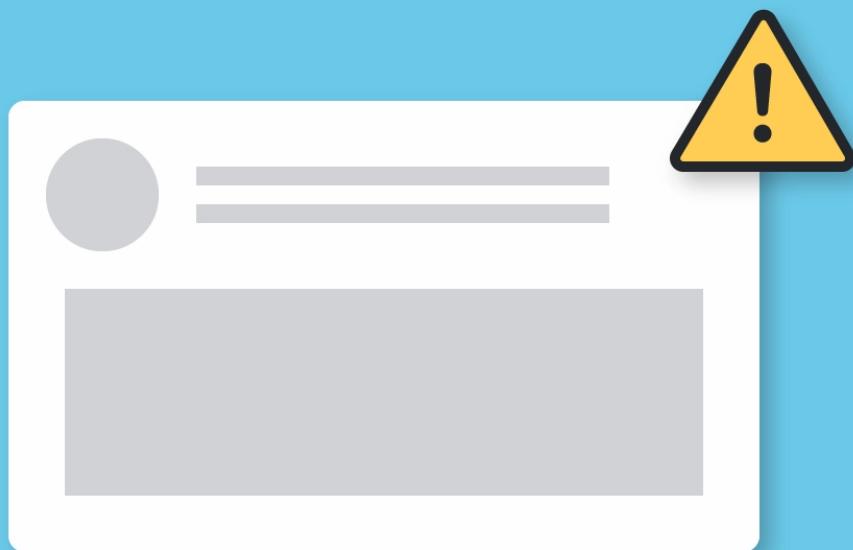


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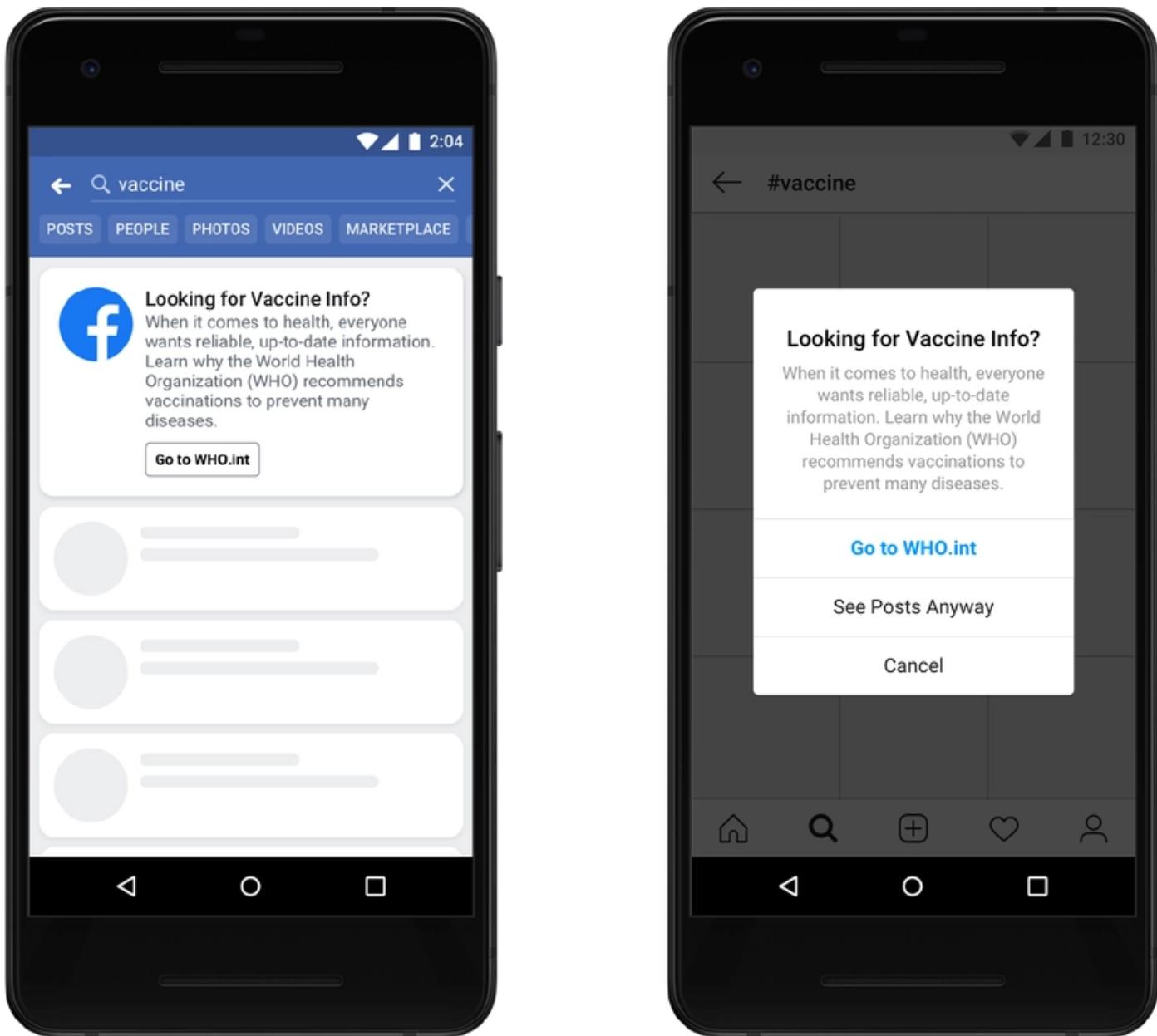
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# Combatting Vaccine Misinformation

March 7, 2019



**Update on September 4, 2019 at 8AM PT:** We are starting to roll out more ways to connect people with authoritative information about vaccines on Facebook and Instagram.



**Originally published on March 7, 2019 at 12PM PT:**

We are working to tackle vaccine misinformation on Facebook by reducing its distribution and providing people with authoritative information on the topic. We are starting by taking a series of steps:

- We will reduce the ranking of groups and Pages that spread misinformation about vaccinations in News Feed and Search. These<sup>2</sup> groups and Pages will not be included in

- When we find ads that include misinformation about vaccinations, we will reject them. We also removed related targeting options, like “vaccine controversies.” For ad accounts that continue to violate our policies, we may take further action, such as disabling the ad account.
- We won’t show or recommend content that contains misinformation about vaccinations on Instagram Explore or hashtag pages.
- We are exploring ways to share educational information about vaccines when people come across misinformation on this topic.
- ***Update on April 26, 2019 at 10AM PT:*** We may also remove access to our fundraising tools for Pages that spread misinformation about vaccinations on Facebook.

## How This Will Work

Leading global health organizations, such as the World Health Organization and the US Centers for Disease Control and Prevention, have publicly identified verifiable vaccine hoaxes. If these vaccine hoaxes appear on Facebook, we will take action against them.

For example, if a group or Page admin posts this vaccine misinformation, we will exclude the entire group or Page from recommendations, reduce these groups and Pages’ distribution in News Feed and Search, and reject ads with this misinformation.

We also believe in providing people with additional context so they can decide whether to read, share, or engage in conversations about information they see on Facebook. We are exploring ways to give people more accurate information from expert organizations about vaccines at the top of results for related searches, on Pages discussing the topic, and on invitations to join groups about the topic. We will have an update on this soon.

We are fully committed to the safety of our community and will continue to expand on this work.

Categories: Facebook, Safety and Expression

Tags:

Combating Misinformation, False News, Health

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